

PRESS RELEASE

New Wave Group Opening

The Swedish based Company of New Wave Group AB is very happy to announce, today, the opening of his new site located in Cortaillod, Switzerland. This new site is part of 15 sites dispatched all around Europe. New Wave Group AB is a fast growing company focusing on promo wear and gifts deliveries to companies, as well as clothes, shoes and domestics textiles to consumers through the retailing trade; Craft, Sagaform, TopPoint, Mac One, Jingham are some of the brands owned by New Wave Group AB.

With over 800 employees worldwide, New Wave Group AB has reached, in 2003, a turnover of over 330 Millions Swiss francs with a growing increase of about 30% for the last 3 years.

For Mr. Torsten Jansson, President & CEO of New Wave Group AB, this is a personal achievement to inaugurate New Wave Group S.A. in Cortaillod, as this was a project he was thinking of for a long time already.

Today 10 people are employed in Cortaillod but the desire of Mr. Jansson to expand the range of products types in the near future could potentially increase this number. The implementation of New Wave Group S.A. represents also an accomplishment for the company that covers today all Western Europe.

Walter Tazzer, sales manager of New Wave Group S.A. is convinced that New Wave, Clique and Texas Bull, the promo wear brands introduced beginning of January, will be a very attractive solution for the Swiss market, which gave confirmation already by the numerous contacts received from customers.

In addition, we should not forget our office in Volketswil, near Zurich, which sells Harvest & Printer products, another brand owned by New Wave Group AB.

Mr. Jansson and the whole team in New Wave Group S.A. would like to take the opportunity to thank the Swiss Government, the Cortaillod Authority and the Economic Promotion for their full support and help to the establishment of New Wave Group S.A.

Neuchâtel's Appeal for Foreign Investors is Enhanced

The State Council and the Economic Development are pleased about the establishment of New Wave Group in Cortaillod. This new arrival will enhance the existing attractiveness of Neuchâtel to foreign investors.

Bernard Soguel, Minister of the Economy, is pleased that the name of Neuchâtel will be associated with New Wave's prestigious brands. He wishes the new company a lot of success!

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